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CONSUMER TIME

INDUSTRIAL FEEDING - IN PEACE-TIME

NETWORK: NBC

DATE: September 15, 1945

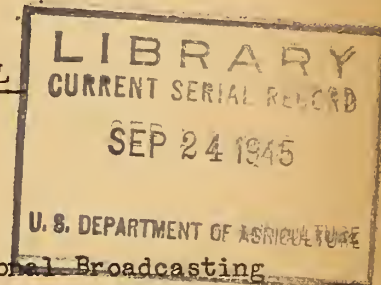
ORIGIN: WRC

TIME: 12:15-12:30 PM - EWT

(Produced by the U. S. Department of Agriculture...this script is for reference only...and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than twelve years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.
5. JOHN: Today on CONSUMER TIME, we're going to hear a war story that has been "reconverted"...reconverted to a story of peacetime America.
6. FREYMAN: Yes, Johnny, and although nearly everybody knows something about this story, the dramatic details are actually thrilling to hear.
7. JOHN: And so, Mrs. Freyman, as we promised last week, today we're going to hear how during the war...and now, during the peace...millions of industrial workers are eating good healthful balanced meals, while they're on the job!
8. FREYMAN: First off, it sounds maybe like a perfectly simple, everyday matter...naturally working people have to eat lunch...and dinner too, on the night shift...I mean, that's elementary. If you are going to work, you have to eat.



9. JOHN: Yes, it sounds elementary enough...but actually, it took this war to make us generally conscious of the importance of the problem of what and how our people eat, while at work.
10. MAN: (WITH SOME PROJECTION) For although there was such a thing as in-plant feeding in the days before the war, when the gigantic task of all-out war production began, feeding workers on the job had to be done on a far wider scale. First, there were tremendous increases in plant labor forces.
11. WORKER: Then they added the swing shift and the graveyard shift in plants all over the country.
12. WOMAN WORKER: Besides that, many of these plants were built in out of the way places, so ~~we~~ workers couldn't even get to a restaurant.
13. WORKER: And they didn't want us carrying lunch boxes inside the gates anyhow...for "security reasons". Besides, my old lady works in a plant too, and she was always too busy to fix any lunch for me.
14. JOHN: Yes...there were lots of reasons for the increase in on-the-job feeding during the war. And the U. S. Department of Agriculture encouraged and advised on the installation of in-plant feeding facilities.
15. FREYMAN: But Johnny, I think probably the most important development in this country's industrial feeding program, is not only that it is done on a much wider scale, and not only that it is now a permanent thing in industry...but that so many industrial workers have learned what a balanced meal is...and they are selecting proper diets in their cafeterias and lunchrooms. You can't say that knowledge like that comes easily.

16. JOHN: Far from it, Mrs. Freyman! Teaching us to eat, is somehow no job at all. But teaching us what and how to eat seems to be a tough one. Now you can imagine, if you've been doing a back-breaking job all morning, you want a hefty lunch ...meat, potatoes...pie and coffee. You don't want to bother playing around with a few string beans or a lettuce salad.
17. FREYMAN: No, that's true of course...
18. JOHN: Well, if you're going to do a good job, and be healthy, and not miss days at work, the important thing is to eat a balanced diet, and that diet isn't balanced without green vegetables.
19. FREYMAN: Yes, we all know that, but it's sometimes a hard rule to follow.
20. JOHN: Well, can you imagine a big industrial plant trying to teach, say, ten thousand workers, to choose the right combinations of foods, on their cafeteria trays?
21. FREYMAN: I'd hate to be the one to attempt it!
22. JOHN: Well, it seems that's the big thing in industrial feeding nowadays. You see, many many plants have beautiful cafeterias, and lunch wagons for between-meal snacks. Lots of them have cheery lunchrooms where people can eat the lunches they bring from home. But you've got to have something more. You've got to have some way of helping these folks pick out good, balanced meals.
23. FREYMAN: And that's one big step which has been taken during the war.
24. JOHN: It certainly is. And this important program of nutrition education is continuing through reconversion, and will keep on growing. Now...suppose we take one plant as an example, and find out what these folks did toward actually persuading the workers to choose a good, balanced diet.

25. MAN: The Thompson Aircraft Products Company at Cleveland, Ohio... now reconverting to peacetime production...continues to carry on one of the most ambitious in-plant feeding programs in the country.
26. FREYMAN: At TAPCO, there are two large cafeterias, where, during peak wartime production, 10,000 people ate every day. There are 8 cafeteria lines; 16 food wagons for between meal snacks, and two snack bar lines. They go all-out for cleanliness in the plant. The eating utensils are purified by ultra-violet rays, right there at the end of the cafeteria line. And the folks who eat at the snack bars and food wagons, get their beverages, and their sugar, in sanitary paper cups.
27. JOHN: It's all very up-to-date indeed. Yes...these cafeterias are modern in design, and beautiful. There are great murals on the walls, and soft music plays while the thousands of workers enjoy delicious meals.
28. FREYMAN: Today...well over one half of these workers...take pride in selecting trays of food which conform to good standards of nutrition.
29. JOHN: But it was not always this way, in the TAPCO cafeterias. Yes, in the early days of the war, there was something lacking. To be sure the people were eating in the cafeterias all right, eating a lot and enjoying it.
30. FREYMAN: But somehow most of them weren't eating the right kinds of foods...
31. JOHN: And TAPCO was concerned. It wanted its employees to have the best possible diet...it wanted to better the health of the workers, so they would be able to produce more for the war effort.

32. FREYMAN: But how to do it...was the problem. The plant decided to call in an experienced nutritionist...to make a study of the eating habits of the workers...and they asked Mrs. Earl Hoover...a dietitian...to take over...(FADE)...
33. HOOVER: My first job...was to grade the trays of the employees as they came off the cafeteria line. Actually, less than a quarter of these folks were choosing balanced meals. Almost a third of them I graded poor!
34. JOHN: That was over two years ago. At last counting, this year, fifty-seven percent of these ten thousand workers...are eating right...they have actually learned what makes a balanced diet.
35. FREYMAN: And how they learned...is a story in itself. Mrs. Hoover said...
36. HOOVER: What startled me at first was that I...like many dietitians, had always thought of malnutrition as the result of shortages and poverty. But there at TAPCO I was face to face with thousands of men and women who could well afford the best foods, and who were offered these foods attractively prepared...and at reasonable prices...who ate all they wanted, and yet were poorly nourished.
37. JOHN: But the truth is...eating is really a matter of habit...we build up eating habits over a long period of years. These workers are typical Americans. They live and eat just as any other Americans do.
38. FREYMAN: And because our standards of living are high in this country, our typical diets include heavy rations of meats, fats and sugar...and we put great emphasis on such luxuries as coffee and pie and cake.

39. JOHN: Not that there's anything wrong with these foods...but for a balanced diet, we need sufficient quantities of additional foods. We must eat, every day, what the nutritionists call...the Basic Seven.
40. FREYMAN: And it was this same problem of the eating habits of a whole nation...that faced the dietitians at TAPCO. There was a big variety of foods for well-rounded meals...but well-rounded meals were just not being chosen.
41. JOHN: And so Mrs. Hoover, the food consultant at the aircraft plant decided to try a "Blue Plate Special" idea. A Victory Vitamin Lunch plate, it was to be called...only 45 cents... and a perfectly balanced meal. There was a special cafeteria line just for these Victory lunches.
42. FREYMAN: But did this idea go over with TAPCO...(FADE)...
43. WOMAN WORKER: Hey look what they got set up here...a "Vitamin Lunch"...
44. MAN WORKER: To heck with it, I don't like carrots.
45. WOMAN WORKER: But it isn't carrots. Look, meat, vegetables, dessert... only 45 cents.
46. MAN WORKER: Yeah, but I'm one of those funny guys who likes to choose his own kind of eats.
47. WOMAN WORKER: I guess you're right. How do they know just exactly what we want to eat?
48. MAN WORKER: That's the funny part...they think they know what we ought to eat. (DISDANE) Victory Vitamin Lunch! (CALLS) Hey, Miss, I'll take some potatoes and macaroni! Look, Myrtle, they got apple pie!

PAUSE;

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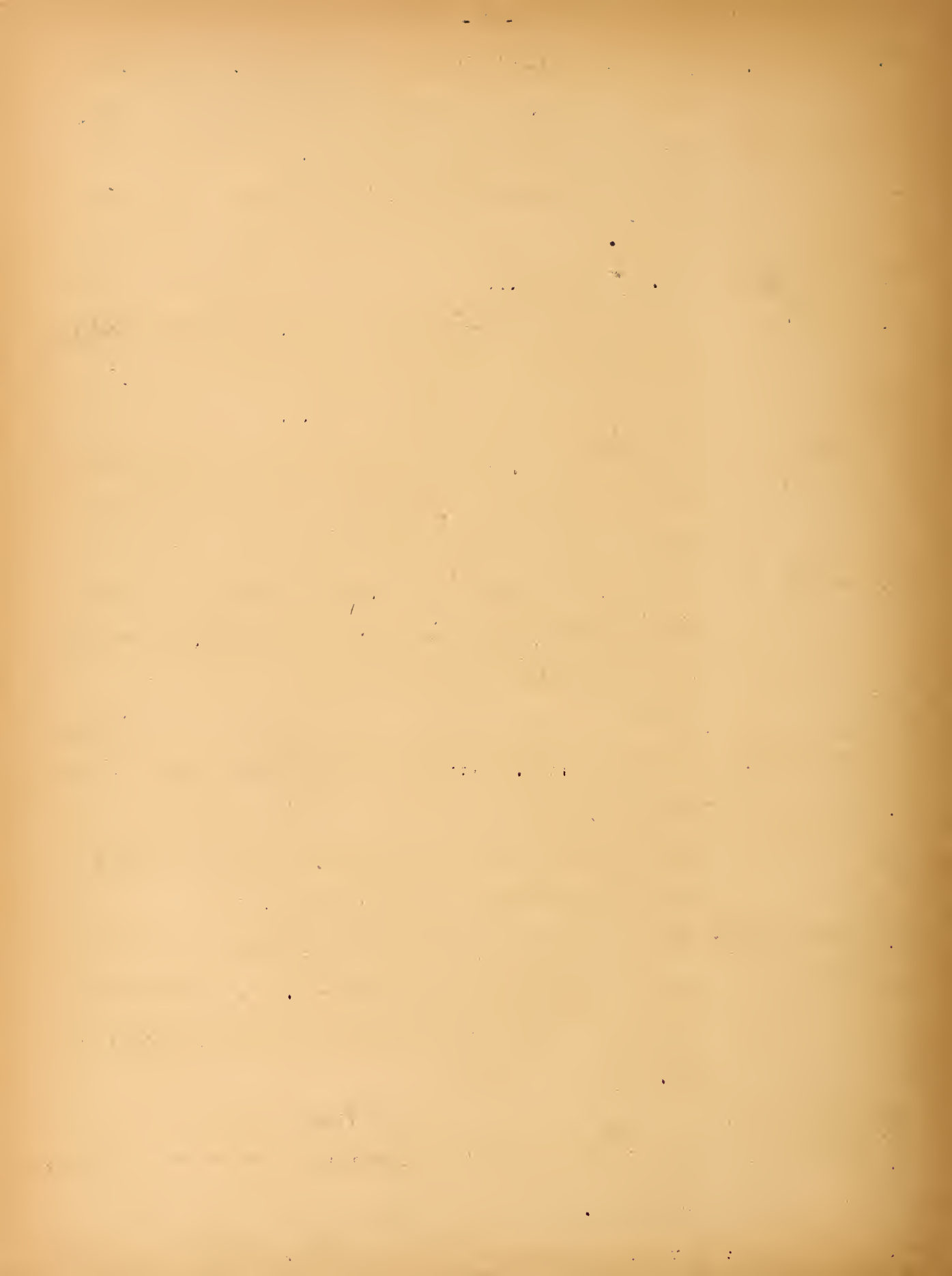
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49. JOHN: The Victory Vitamin Lunch did not go over. Although it was announced over the public address system, and sample trays were displayed in glass cases, people still chose their own kind of lunches...and they were far from good lunches.
50. FREYMAN: Mrs. Hoover said...
51. HOOVER: We were pretty discouraged, all right. There just didn't seem to be any way to teach people how to eat right. And then suddenly we hit on an idea...
(BRIGHTLY) "I'll tell you what we'll do, Mr. Suddaby", I said to our cafeteria manager..."If they won't listen to us...maybe they'll read! We'll print some little cards, make sort of card board tents...and put them on every table...and we'll put tomorrow's menu on them. Maybe that'll attract notice..."...(FADE)
- PAUSE:
52. MAN WORKER: Hey look, Myrtle. Picture postcards on the table.
53. WOMAN WORKER: What's it say?
54. MAN WORKER: (READING LABORIOUSLY) Tomorrow's menu...tomato juice, deep dish chicken pie...mashed potatoes...
55. WOMAN WORKER: (BREAKS IN) And tossed green salad with bacon dressing, whole wheat enriched bread and butter.
56. MAN WORKER: Chocolate cream pudding, or fresh fruit, milk, coffee, or tea.
57. WOMAN WORKER: Forty-five cents. What do you think of that?
58. MAN WORKER: That's that same Vitamin Lunch thing they've been trying to sell us.
59. WOMAN WORKER: But you can't go wrong on that, Harry. Look at what it says...chicken pie...



60. MAN WORKER: Yeah, I see it, I see it. Might even give it a try tomorrow.
61. WOMAN WORKER: And look what it says here on the back. Called "Table Talks". "Table Talks"...kinda cute.
62. MAN WORKER: Says..."in future Table Talks let's consider some of the facts that science tells us about 'What we should eat and why'. See you tomorrow". Nice and clubby, isn't it?
63. WOMAN WORKER: I don't care what you say, smarty, I'm going to try that lunch. What's more, I'm going to take these cards home with me...gives me good ideas for menus!

PAUSE:

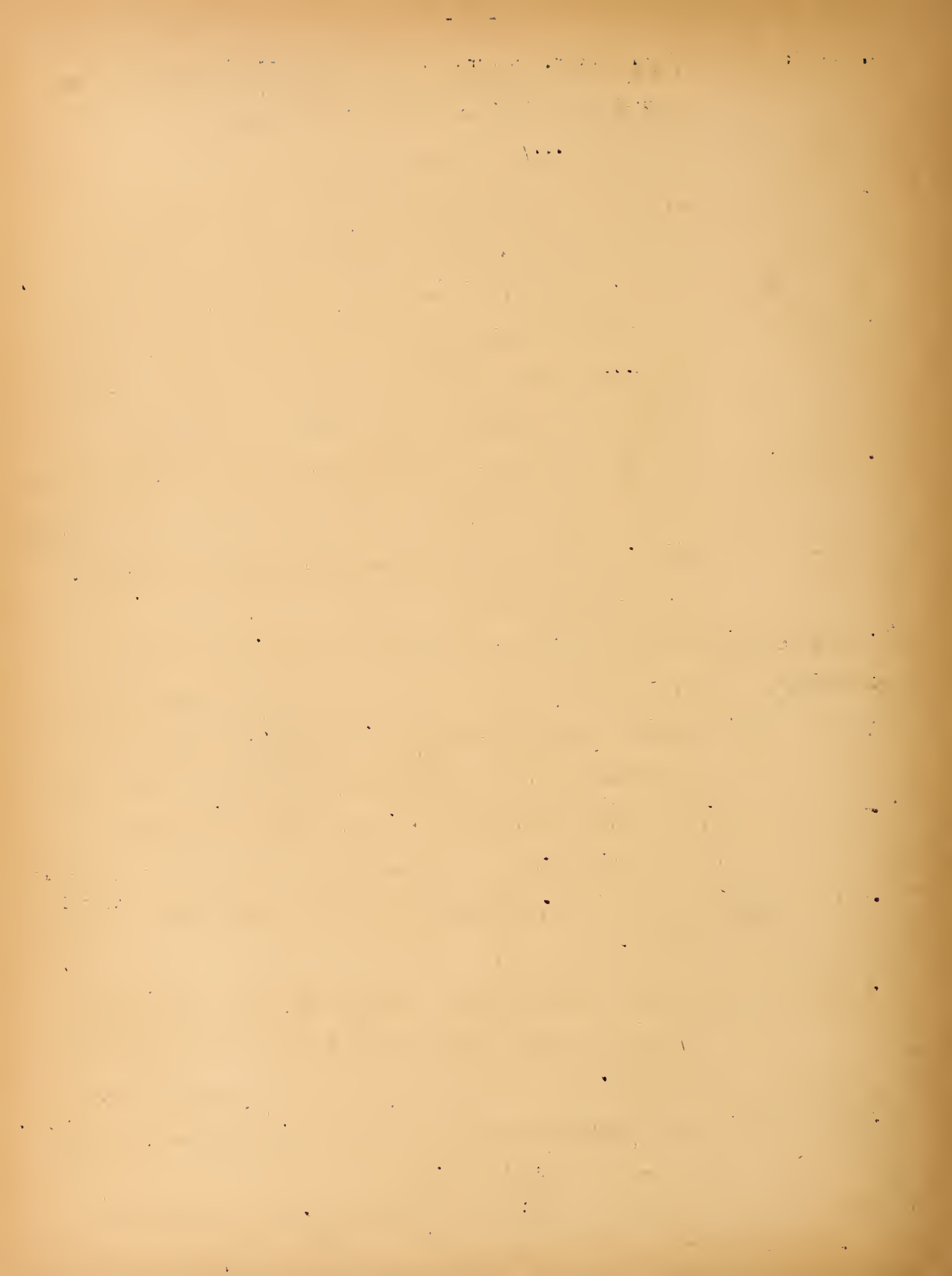
64. JOHN: Well, things looked a little more encouraging after that. More people began to appear at the Victory Lunch line and Mrs. Hoover was glad to say...
65. HOOVER: A quick glance around the cafeterias showed us that while everyone was eating...they were all industriously reading our Table Talks. What we actually were doing...was appealing to their intelligence, about this diet business.
66. MAN WORKER: (READING) "What meat gives you your daily supply of Vitamin A in one serving? Vitamin A, the eyesight vitamin. What meat supplies in one serving your daily need of Vitamin B ...the nerve vitamin. Answer: Liver!
67. WOMAN WORKER: What's liver got that other meat hasn't got?
68. MAN WORKER: I don't know...but it must be good. Here, they've listed it on the Victory lunch tomorrow. If liver's so good, maybe I'll try that one.

PAUSE:

69. HOOVER: Yes, after we put those little table talks on every table... actually explaining why certain foods were good for you...and what's actually was necessary for a balanced diet and a good days work...well, our Victory Luncheon lines in the cafeteria begin to fill up rapidly.

70. JOHN: Mrs. Hoover, encouraged by the success of the project, then launched an attack on breakfasts of nothing but doughnuts and coffee...
71. HOOVER: We devoted five table cards to an explanation of their short comings as a basis for a good day's work. By the fifth day, fruit, cereals and eggs began moving on the breakfast lines.
72. JOHN: Encouraged again...the food consultant at TAPCO hit on a new plan...to arouse further interest in good eating...among the thousands of employees.
73. HOOVER: We decided to have a menu contest. All the employees were invited to submit their own suggestions for a well-balanced menu. They were simply to write their menu on the back of the card on the lunch table, and the prize was \$5.00.
74. MAN WORKER: Hey, Myrtle, have you seen the new gag...
75. MYRTLE: No, what?
76. MAN WORKER: Here on the Table Talks card...look, five bucks for thinking up your own menu and turning it in.
77. WOMAN WORKER: What'll they think of next. I suppose you're going to write one up.
78. MAN WORKER: Might try it. (CHUCKLE) I'll give them something to think about.
79. WOMAN WORKER: Look here it says not only do you get the five dollars, but you get a free lunch and can invite three friends, all for nothing.
80. MAN WORKER: This ought to be a cinch. Let's see. A good menu for lunch. I'll put down...caviar...and (LAUGH) I got it...humming birds' tongues! That'll stop them.

PAUSE:



81. HOOVER:

Well, at first we were discouraged about our menu contest. Out of all ten thousand employees who ate in our cafeterias, we got only six sensible suggestions. But we received many menus containing...humming birds' tongues.

82. JOHN:

The TAPCO nutritionists were somewhat startled by the response ...just when they thought things were going smoothly,

83. FREYMAN:

But then, Johnny...after Mrs. Hoover put out a Table Talk on a big bird hunt to Shangri-La for humming birds, there weren't any more gags. And when the employees saw that this was a serious thing; that some folks were actually winning the contest with good balanced menus...and that these suggestions were being used in the cafeterias...well, they began to take a real interest.

84. JOHN:

And it wasn't long before menus were pouring in by the hundreds, every week.

85. FREYMAN:

Mrs. Hoover, the food consultant, concludes her story...

86. HOOVER:

Well, the funny thing is...that at first, no women at all turned in menus...and now, the response is still seventy percent from the men. At first, it was hard to find a good menu among the hundreds...and now, I can scarcely find one that isn't good. Every special Vitamin luncheon we have... is planned by our workers themselves. I never have to plan one myself any more.

87. FREYMAN:

And this proves that those who make the menu suggestions... have learned their lesson very well. These folks not only know about good diet...they eat it. And that's the way... one big industrial plant...taught its hard-working employees the value of good nutrition.

88. JOHN:

And teaching a class of 10,000 all about the Basic Seven isn't exactly easy.

89. FREYMAN: But now...way over twice as many folks are eating well, and eating right...at TAPCO...than there were a couple of years ago, when this big aircraft plant decided to do something about improving the health standards of its employees.
90. JOHN: And it goes without saying, that Thompson had less absenteeism, less illness...after this nutrition program was started. Actually, it is said that this TAPCO experiment may emerge from the war as an important and lasting contribution to happier and healthier peacetime lives.
91. FREYMAN: And that's a good story, Johnny...one which has been repeated in many different ways, in many of the great factories of our country.
92. JOHN: And now, Mrs. Freyman...as we draw to a close our CONSUMER TIME story on how many thousands of this country's war workers have learned about eating balanced meals...let's consider a moment what this means to America at peace.
93. FREYMAN: Well, Johnny...good food and good health are just as important to our working people in peacetime as in time of war.
94. JOHN: Yes...it has been shown that accidents, labor turnover, and absenteeism decrease...and production increases..when workers can get good food, at reasonable cost, right there on the job.
95. FREYMAN: And isn't this just as important during the strenuous times of reconversion and of heavy peacetime manufacture, as it was in the war? Of course it is!
96. JOHN: Yes, and even though the war brought home the importance of in-plant feeding, there is still a lot to be done in many of our great factories.

